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# Farm Broadcasters Letter

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330

Letter No. 2409

April 21, 1989



USDA RADIO WELCOMES PRESIDENT BUSH -- USDA held the first radio news conference in history between a U.S. president and farm broadcasters April 18. During the historic event, which Gary Crawford moderated and Brenda Curtis engineered, President George Bush and Secretary of Agriculture Clayton Yeutter covered a wide range of topics affecting American Agriculture, including the recent GATT negotiations, budget and the 1990 farm bill. Bush said he would welcome coming back to take questions from "the important voices of agriculture in America."  
(USDA Photo by Larry Rana.)



DURING HIS FIRST USDA RADIO news conference, Pres. Bush said: "We will not use food as a diplomatic tool." He also said American farmers got good news at the recent GATT talks in Geneva. "There was a renewed commitment by the 96 participating nations to long-term agricultural reform benefiting farmers, consumers and taxpayers all around the world," he said. "America's goals for this trade round have not changed ... the bottom line is fairness for the American farmer." (USDA Photos by Larry Rana.)

BUSH SAID ADVANCE DEFICIENCY PAYMENTS will be increased 10 percent for farmers who sign up for the 1989 wheat, feed grain, rice and upland cotton programs. This will make an additional \$850 million available to American farmers by May 15.

YEUTTER WILL CHAIR a new Working Group on Rural Development and will report to the White House Economic Policy Council, Bush said. The group, with members from eight departments and the White House, is to look for ways to improve the federal role in rural economic development.



PARNELL & CROWDER ASSUME OFFICES -- Sec. Yeutter swore in Jack Parnell as deputy secretary of agriculture and Richard Crowder as under secretary of agriculture for international affairs and commodity programs Thursday, April 20. Both were confirmed by the U.S. Senate April 19.

TRIPLE BASING -- One of the many new proposals for the 1990 farm bill is "triple basing." What does it mean? Producers would have three categories of base acreage: 1) permitted acres on which deficiency payments are made; 2) permitted acres on which no payments are made; and 3) idle or Acreage Conservation Reserve acres. Triple basing would decrease the portion of base acreage on which farmers get target price payments. In turn, farmers could plant other crops on this acreage, leaving their whole base acreage still protected.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1663 -- Gary Crawford presents highlights of USDA Radio's news conference with Pres. George Bush and Sec. Yeutter. (Weekly 13-1/2 min. documentary)

AGRITAPE/FARM PROGRAM REPORT #1652 -- USDA News Highlights; the 1990 farm bill; the 1989 wool and mohair program; 1988 wool payments; cooking oil war; farmer cooperatives rebounding. (Weekly reel of news features)

CONSUMER TIME #1145 -- Oil spill costs; healthy eating on the run; eating away from home; alcohol fuel trade-offs; the cost of your child's first horse. (Weekly reel of 2-1/2 - 3 min. features)

USDA RADIO NEWSLINE -- Thursday, April 27, world tobacco situation; Friday, April 28, ag prices report; Tuesday, May 2, crop/weather update; Wednesday, May 3, horticultural exports; Tuesday, May 9, crop/weather update; Thursday, May 11, U.S. crop production (including wheat estimate), Soviet crop report, world supply & demand report; Friday, May 12, farm labor, world crop report, world oilseed situation, world cotton situation, U.S. livestock & poultry outlook.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

AGRICULTURAL UPDATE and USDA NEWS SERVICE are available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . . 7:30-7:45 p.m., EDT, Transponder 12D

SATURDAY . . . . . 10:30-11:15 a.m., EDT, Transponder 10D

MONDAY . . . . . 8:30-9:15 a.m., EDT, Transponder 12D  
(Repeat of Saturday transmission)



OFF MIKE

WESTERN...region meeting of the National Association of Farm Broadcasters was held in Sacramento, Calif., April 14-15. Congratulations to Walt Shaw (KRAK, Sacramento) who served as host coordinator, western region V-P Gary Stewart (Northwest Ag News Network, Seattle) and many others who had a hand in producing the events. Meeting had support of a number of agricultural firms active in the area. Those attending will remember the Robert Mondavi Winery tour and the opportunity to taste and compare a variety of wines produced at the Woodbridge, Calif., site, the asparagus ranches, and the dinner featuring turkey steaks cooked by the good folks at the Yolo County Farm Bureau and served to a busload of tired broadcasters. NAFB executive director Roger Olsen presented association projects and plans. You'll get upcoming information at each regional meeting. Attend yours.

Farm Broadcasters Letter  
Radio and Television, Rm. 410-A  
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U.S. Department of Agriculture  
Washington, D.C. 20250-1300

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CHESTER E. LABELS

FARMING..."See It on the Radio" is the title of a 13 minute documentary about farm families sent to stations April 4. Produced by our Gary Crawford, it has been requested by Bob Krauer (Calif. Farm Bureau), David Lucas of the Robert Mondavi Winery and Michael Marks of Wholesale Produce in Sacramento. Gary engages the mind's eye in creating pictures of slides shown in a radio studio. If your station received it but you didn't hear it, dig it out. Agriculture USA program #1660.

PLANTING...season is moving farther north each week, causing longer work hours. Fatigue can become a problem. David Call, dean of Cornell College of Ag & Life Sciences, says a recent study in New York showed farm tractors involved in 7 percent of accidents but 55 percent of the fatalities. Preach safety.

  
VIC POWELL, Chief, Radio and Television Division